



WDIV

ORDER

Print Date 08/14/12

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Flight Dates **08/15/12-08/21/12**

Contract / Revision **256832 /**

Original Date / Revision
08/14/12 08/14/12

Advertiser **ISS/Citizens Protect MI Con**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product

CIT PROT MI CONST

Agency Com 15%

Billing Contact

**3299 K Street, NW
Suite 200
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06276534**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related,

Priority P-2

Advertiser Ref

Order Share 100% Market Value 29250

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	21	\$24,862.50	\$29,250.00	0.00	07/30/12	08/21/12	21	\$24,862.50	\$29,250.00
Totals	21	\$24,862.50	\$29,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	08/15/12	08/15/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	-- 1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- 1----		1				\$1,000.00		0.00			
E 2	WDIV	08/21/12	08/21/12	6-7am Local 4 News M-FM Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	- 1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	- 1-----		1				\$1,000.00		0.00			
E 3	WDIV	08/16/12	08/16/12	7-9am Today Show M-FM Today Show	CM	7-8a (7:00 AM-8:00 AM)	--- 1---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- 1---		1				\$1,100.00		0.00			
E 4	WDIV	08/20/12	08/20/12	7-9am Today Show M-FM Today Show	CM	7-8a (7:00 AM-8:00 AM)	1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	1-----		1				\$1,100.00		0.00			
E 5	WDIV	08/20/12	08/20/12		CM	8-9a	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



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Contract / Revision **256832** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/14/12/ 08/14/12

Order Sep 00:15:00

Advertiser **ISS/Citizens Protect MI Cor** Product **CIT PROT MI CONST**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-9am Today Show M-F															
Today Show (8:00 AM-9:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	1-----	1		\$1,000.00		0.00						
E 6	WDIV	08/15/12	08/17/12	Noon News 12-1230p M-F	M-F	12N-1230P	-- 1- 1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
Noon News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- 1- 1--	2		\$750.00		0.00						
7	WDIV	08/21/12	08/21/12	Noon News 12-1230p M-F	M-F	12N-1230P	- 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
Noon News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- 1-----	1		\$750.00		0.00						
E 8	WDIV	08/15/12	08/15/12	5-6pm Local 4 News M-F	M-F	5P-530P	-- 1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- 1----	1		\$1,200.00		0.00						
E 9	WDIV	08/21/12	08/21/12	5-6pm Local 4 News M-F	M-F	5P-530P	- 1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- 1-----	1		\$1,200.00		0.00						
E 10	WDIV	08/15/12	08/17/12	5-6pm Local 4 News M-F	M-F	530P-6P	-- 111--	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
M-F Local 4 News 5-6pm (5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- 111--	3		\$1,300.00		0.00						
E 11	WDIV	08/16/12	08/16/12	6-630pm Local 4 News M-F	M-F	6P-630P	--- 1---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--- 1---	1		\$1,500.00		0.00						
E 12	WDIV	08/20/12	08/21/12	6-630pm Local 4 News M-F	M-F	6P-630P	11-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	11-----	2		\$1,500.00		0.00						
13	WDIV	08/21/12	08/21/12	M-F Access 7-730P Wheel of Fortune	M-F	7P-730P	- 1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- 1-----	1		\$2,100.00		0.00						
14	WDIV	08/16/12	08/16/12	Jeopardy 730-8p M-F	M-F	730P-8P	--- 1---	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
M-F Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--- 1---	1		\$2,100.00		0.00						
15	WDIV	08/15/12	08/15/12	M-F Local 4 News @11p	M-F	11P-1135P	-- 1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11-1135P Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-- 1----	1		\$3,200.00		0.00						
16	WDIV	08/19/12	08/19/12	Sun 1030-1130a MTP Meet The Press	M	1030A-1130A	----- 1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----- 1	1		\$2,500.00		0.00						
17	WDIV	08/19/12	08/19/12	Sun 6-630pm Local News	M	Sun 6pm	----- 1	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
Sun 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WDIV	08/19/12	08/19/12	Sun 6-630pm Local NewSM Sun 6pm		Sun 6pm	-----1	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/13/12		08/19/12	08/19/12	-----1	1		\$1,100.00		0.00						
														Totals	21 \$29,250.00